

SECTION 10
UNIFIED SIGN REGULATIONS

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SECTION 10 UNIFIED SIGN REGULATIONS

10.1 Purpose

To provide a system for the management of signage by establishing regulations to control the size, location, height, number and illumination of signs.

10.2 Sign Installation And General Location Standards

All signs shall be categorized and regulated in accordance with the following:

- No Sign Permit Required
- Temporary Sign Permit Required
- Permanent Sign Permit Required

and signage shall be permitted in the zoning districts set forth below and subject to specific standards established by these Regulations.

1. Business signs are permitted only in the PBD, PT, PI, CD, Flood, **PE and PC Zones EFFECTIVE 04-14-04**, except bona fide home occupation signs which are permitted in each and every zone.
2. Directional signs are permitted in each and every zone.
3. Identification signs are permitted in each and every zone.
4. No trespassing signs and/or signs indicating the private nature of a driveway and/or premises are permitted in each and every zone.
5. Temporary signs are permitted in each and every zone.
6. Overhanging signs are permitted in each and every zone.
7. Ground signs are permitted in each and every zone.
8. Wall signs larger than 2 square feet or permitted only in the PBD, PT, PI, CD, Flood, **PE and PC Zones EFFECTIVE 04-14-04**.
9. Non-illuminated signs are permitted in each and every zone.
10. Direct illumination signs are permitted only in the PBD, PT, PI, CD, Flood, **PE and PC Zones EFFECTIVE 04-14-04**.
11. Indirect illumination signs are permitted in each and every zone.

12. Flashing signs shall not be permitted in any zone, except signs indicating time and/or temperature by means of intermittent lighting are permitted in the PBD, PT, PI, CD, Flood, **PE and PC Zones** **EFFECTIVE 04-14-04.**
13. Any sign located in a designated Historic District shall, in addition to the provisions of Section 10, obtain any necessary approvals from the Historic District Commission.

10.3 Sign Permit

a. No Sign Permit Required

The following signs are permitted to be installed and maintained without a permit, subject to compliance with the following specified standards.

<u>Sign Type/Illumination</u>	<u>Max. Signage Size</u>	<u>Maximum Height (above grade)</u>	<u>Location</u>	<u>Max. #</u>
1. Real Estate "FOR SALE" or "FOR RENT" for residential properties <u>Non-illuminated</u>	9 sq. ft.	6'	On premises, within 15' of the front property line	1
2. Real Estate "FOR SALE" or "FOR RENT" for commercial/industrial properties <u>Non-illuminated</u>	16 sq. ft.	7'	On premises within 15' of the front property line	1
3. Identification/customary home occupation (in residential zones) name and profession only <u>Non-illuminated or indirect illumination</u>	2 sq. ft.	6'	On premises	1
4. Identification/resident name(s) and for dwelling dwelling unit numbers <u>Non-illuminated or indirect illumination</u>	2 sq. ft.	6'	On premises	1
5. On-site directional signs within commercial/industrial/multi-family attached housing developments. <u>Non-illuminated</u>	3 sq. ft.	4'	On premises	As required
6. Agricultural, seasonal farm products grown and sold on farm <u>Non-illuminated</u>	16 sq. ft.	6'	On premises, all multiple products to be posted on the same sign face or uniform "ladder" configuration	1
7. Off-site directional signs containing the name of an agricultural or other permitted business in a residential zone (excluding home occupations) <u>Non-illuminated</u>	2 sq. ft.	6'	Street intersection and/or premises entrance	3
8. Off-site directional signs containing the name of a public religious, or service organization in any zone <u>Non-illuminated</u>	2 sq. ft.	6'	Street intersection and/or premises entrance	2

9. Interior glass mounted sign within retail, business service, restaurant uses only. <u>Direct illumination or non-illuminated</u>	Not more than 25% of the glass area of any window in the front of the building, nor more than 50 sq. ft. per tenant space, whichever is less. No single non-illuminated sign shall exceed 12 sq. ft., and the total area of direct illumination signs shall not exceed 8 sq. ft.				N/A
10. <u>No trespassing/private drive signs</u> Non-Illuminated	2 sq. ft.	N/A	As required		1/200' of lineal feet of property boundary 1/premise
11. <u>Historical Markers - historical organization or government agency</u> Non-illuminated	8 sq. ft.	N/A	As required		
12. <u>Residential tag sales</u> <u>48 hours maximum time</u> Non-illuminated	6 sq. ft.	6'	On premises		2
13. <u>Non-profit special event (public, political, charitable, religious) (21 days prior to the event - with removal 7 days following</u> Non-illuminated	20 sq. ft.	6'	On premises, within 15' of the front property line		1
14. <u>Overhanging identification sign</u> Indirect or non-illuminated	2 sq. ft.	8'	As required		1 for each use/property
15. Replacement signage of the same type, shape, illumination, size, height and location as the sign to be replaced/removed shall not be considered a new sign and, therefore, shall not require a permit from the Town Plan and Zoning Commission.					

All "No Sign Permit Required" signs shall not be included in the calculation of "Permanent Sign Permit Required" signs.

b. Temporary Sign Permit Required

The following signs are permitted to be installed and maintained following the issuance of a temporary sign permit by the Community Development Department, Building Division, subject to compliance with the following specified standards.

<u>Sign Type/Illumination</u>	<u>Max. Signage Size</u>	<u>Maximum Height</u> <u>(above grade)</u>	<u>Location</u>	<u>Max. #</u>
1. <u>Commercial Construction Project</u> <u>(limited to construction period)</u> Non-illuminated	20 sq. ft.	6'	On premises, within 15' of the front property line	1
2. <u>Residential Construction Project</u> <u>(1 year with add'l extensions)</u> Non-illuminated	20 sq. ft.	7'	On premises within 15' of the front property line	1

c. Permanent Sign Permit Required

The following signs are permitted to be installed and maintained following the issuance of a permanent sign permit from the Community Development Department, subject to compliance with specified standards.

Single Building Parcels - Single Business Use

Business signs on parcels within the PBD, CD, PT, PI, Flood, **PE and PC Zones EFFECTIVE 04-14-04**, containing one building with one business use shall be regulated as follows:

Wall and/or ground signs are permitted in accordance with the following standards:

- The maximum area (sq. ft.) of wall and/or ground signs shall be determined by converting the length (ft.) of the building wall containing the main entry to the equivalent area (sq. ft.). (For example, a building wall length of 30 ft. converts to a maximum total sign area of 30 sq. ft.). However, regardless of the building wall length, the maximum total area of signage regulated by this section shall not exceed 55 sq. ft.; with no single wall sign larger than 25 sq. ft. and no ground sign larger than 30 sq. ft. Lettering on window or door awnings shall also be considered wall signs if utilized in accordance with the above standards.
- Additionally, fuel service station canopies may also contain wall signage on the canopy fascia in accordance with the following. A maximum of two canopy signs may be located on the fascia with a total sign area not to exceed 10% of the area of the longest side of the canopy fascia. No one canopy sign may be larger than 20 sq. ft.
- Not more than two types of permitted signs and a total maximum of three signs regulated by this section shall be allowed on a parcel, with the exception of fuel service stations which may have not more than three wall signs and one ground sign.

Installation Protocol

<u>Sign Type</u>	<u>Location</u>	<u>Height</u>	<u>Illumination</u>
Wall includes awning letters	Front or side wall	Not higher than the lower sill of any 2nd story window or 15' from the ground to the top of sign, whichever is less	Direct, indirect, or none - wall indirect or none - awning
Ground	Front yard	Not higher than 10' from the ground to the top of sign	Direct, indirect, or none

The Town Plan and Zoning Commission, as part of the approval of a Section 12 Special Permit with Design Review, may require modifications to the permitted size, location, height and number related to a sign or group of signs.

Single or Multiple Building Parcels - Multiple Business Uses

Business signs on parcels with in the PBD, CD, PT, PI, Flood, **PE and PC Zones EFFECTIVE 04-14-04**, containing one or more building (s) and/or with multiple business uses shall be regulated as follows:

Wall and/or ground signs are permitted in accordance with the following standards:

- Each business use located on the first floor shall be permitted to locate one wall sign on the building wall that contains the main entry to the business use. Businesses located on the building corners may also locate a wall sign on the side wall. The maximum area (sq. ft.) of wall signs shall proportionately relate to the wall length associated with the main entry side of the individual business by a factor of .8. (for example, a business use with an entrance wall length of 30 ft. converts to a maximum wall sign area of 24 sq. ft. - $30 \text{ ft.} \times .8 = 24 \text{ sq. ft.}$ sign area). Wall signs for each business use in a multi-business building shall be designed to reflect a coordinated theme for the entire building. Accordingly, each wall sign shall be uniform in type, height, wall placement and illumination. (The total length of signs may vary). The maximum sign area of any wall sign regulated by this Section shall be 25 sq. ft. Lettering on window or door awnings shall also be considered wall signs if utilized in accordance with the above standards.
- One ground sign shall also be permitted on properties containing one or more buildings and/or with multiple business uses. The maximum area of said ground sign shall be a function of the number of business uses located on the property as follows: up to 3 businesses shall convert to 24 sq. Ft. and 4 or more businesses shall convert to 32 sq. ft. The property owner shall be responsible for the submission of plans the equitably distribute the available space on any ground sign.

Multiple business buildings that contain uses that share entries or utilize upper floor business spaces are strongly encouraged to utilize ground signs.

Installation Protocol

<u>Sign Type</u>	<u>Location</u>	<u>Height</u>	<u>Illumination</u>
Wall includes awning letters	Front or side wall	Not higher than the lower sill of any 2nd story window or 15' from the ground to the top of sign, whichever is less	Direct, indirect, or none - wall Indirect or none - awning
Ground	Front yard, or within 25 feet of a driveway if the sign is a tenant <u>directory sign</u>	Not higher than 10' from the ground to the top of sign	Direct, indirect, or none

The Town Plan and Zoning Commission, as part of the approval of a Section 12 Special Permit with Design Review, may require modifications to the permitted size, location, height and number related to a sign or group of signs.

Identification Signs Larger than two sq. ft. in all zones

Ground signs are permitted in accordance with the following standards:

<u>Sign Type/Illumination</u>	<u>Max. Signage Size</u>	<u>Maximum Height (above grade)</u>	<u>Location</u>	<u>Max. #</u>
<u>Farm</u> Indirect illumination or non-illuminated	16 sq. ft.	6'	On premises	1
<u>Charitable, religious, government or educational</u> Indirect illumination or non-illuminated	16 sq. ft.	6'	On premises	2 (if site has multiple driveways)
<u>Residential development project (i.e., subdivision or apartment - entrance sign)</u> Indirect illumination or non-illuminated	20 sq. ft.	6'	On premises	

10.4 General Specifications

- a. No sign shall display intermittent lights resembling flashing lights customarily used in traffic signals or those used by police, fire, ambulance, or other emergency vehicles nor shall any sign use the word "stop," "danger," or any other word, phrase, symbol or character that might be misconstrued to be a public safety warning or official traffic control sign, nor shall any beam or beacon of light resembling any emergency vehicle or facility be permitted to be erected as part of any sign or sign display.
- b. Illuminated signs shall be so shielded as not to cast direct light into or onto any adjoining property or building or into or onto any public right-of-way.
- c. No streamers or banners or other such sign devices shall be permitted with the exception of municipally sanctioned seasonal banners which may be installed within road rights-of-way following approval by the Town Plan and Zoning Commission.
- d. No sign shall be erected within or overhang public rights-of-way, except that the Building Official may permit exceptions if the sign is installed behind the sidewalk or area where sidewalks would normally be built, and the sign does not overhang the traveled portion of the right-of-way.
- e. No sign shall be installed at an intersection so as to interfere with safe sight lines, within the area of a triangle measured 25' along the street line, outward from the intersection of the street line.
- f. Signs painted on a building shall be repainted when required to be kept in good condition and shall be removed or painted out by order of the Town Building Official if not so maintained.
- g. No signs shall be permitted to obstruct any door, fire exit, stairway, or opening intended to provide ingress or egress for any building structure.
- h. Signs which may become unsafe, or no longer functional shall, upon notice from the Building Official, be repaired or removed by the owner or lessee of the property on which such signs stand.

- i. In cases where a use spans more than one zone, signs shall conform to the regulations for the zone in which is located the majority portion of the use to which the sign relates and shall be located in that zone.
- j. Off-premises outdoor advertising signs and sky signs shall not be permitted in any zone.
- k. Roof mounted, moving or portable signs shall not be permitted in any zone.
- l. Portable or mobile signs shall be prohibited, being any sign, which is mounted on wheels, is collapsible, or mounted or painted on a vehicle, which is generally in the same location for purposes of identification. "Portable signs" shall include, but not be limited to, "A" frame signs and signs on balloons, kites or other objects suspended in the air.

10.5 Existing Signage

All signage installed pursuant to a sign permit issued prior to the effective date of this regulation shall be permitted to remain as approved and maintained, repaired or replaced in kind.

10.6 Definitions

a. Sign:

Any structure, or part thereof, or any device attached to a building or structure or painted or represented thereon which displays or includes letters, words, symbols, trademarks or any other graphic representation which is in the nature of an announcement, direction, advertisement or other device used to attract the attention of the public for commercial purposes or otherwise; similarly, any natural object, such as a tree, stone, or the earth itself, which is painted or arranged so as to represent or display any of the aforesaid graphic representations; any building feature, including roof or other special illumination, special colors of effects, or building roof lines which serve to identify the use or occupancy of any building or site through a recognized motif or symbol. The term "sign" shall include sculptures and similar works of art only if designed or intended to attract the attention of the general public to commercial or industrial premises.

For the purpose of this definition and these Regulations, the word "sign" shall include window signs, but shall not include the flag, pennant, or insignia of any nation, state, city or other political unit, official traffic signs, or notices required by law.

b. Sign, Awning:

Letters or text located on the portion of any awning that is perpendicular to the ground and attached directly to a building.

c. Sign, Business:

A sign identifying the name or other information relating to a retail, personal service, office, industrial or other uses permitted in PBD, CD, PT, PI, Flood, **PE and PC Zones EFFECTIVE 04-14-04.**

d. Sign, Directory

A sign listing only the business occupants/tenants located within building(s) on a lot.

e. Sign Face:

The sign face is a plane defined by one contiguous perimeter of that rectangle, triangle, circle or other area having the smallest area which encompasses all lettering, working, design or symbols together with any background which is different from the wall on which it is located and which is defined as an integral part of the sign.

f. Sign, Farm:

A sign identifying a farm or farm market, as those terms are defined and permitted in these Regulations.

g. Sign, Flashing:

Any illuminated sign on which artificial light is not maintained, stationary and consistent in intensity and color.

h. Sign, Gross Area of:

The "Gross Area" of a sign shall be defined and measured as follows:

Sign, Single-faced:

The gross area shall be the area of the single face.

Sign, Double-faced:

The gross area shall be the area of largest face or the area of one face if both faces have equal area.

Sign, Multiple-faced:

The gross area shall be the combined area of all faces.

i. Sign, Ground:

A sign with upright supports or located upon the ground and not attached to any part of a building.

j. Sign, Identification:

A sign on the premises bearing the name of a subdivision, the name of a group housing project or of a school, college, park, church or other public or quasi-public facility, or a professional or firm nameplate, or the name of the person, firm or corporation occupying the premises, but bearing information pertaining only to the premises on which such sign is located.

k. Sign, Interior Glass:

A sign mounted within a building on the inside of a window, or otherwise designed or intended to be visible to the outside of such building by a window or other transparent surface.

l. Sign, Off-Site Directional:

A sign containing the name of a business, public, religious, or service organization located in a residential zone and indicating the direction in which such use is located.

m. Sign, Off-Premises Outdoor Advertising:

A sign including that type of sign commonly known as a billboard, which directs attention to a business, service activity or commodity, or other use which is conducted, sold, offered or occurring at a location different from the premises where the sign is located. (Off-premises direction signs 2 sq. ft. or less in size shall not be considered an off-premises outdoor advertising sign).

n. Sign, On-Site Directional

A sign indicating the proper movement of vehicles or pedestrians, or indicating danger or accessibility to a facility across a site or into a building; or at entrances to the site.

o. Sign Overhanging:

Any sign extending at an angle from a building, which is its sole support.

p. Sign, Roof:

A sign erected, constructed or maintained upon the roof of a building.

q. Sign, Sky:

A sign suspended in the air by means of balloon, kites or other similar device.

r. Sign, Temporary:

A sign which is intended to advertise community or civic events, construction projects, special events and real estate for sale or lease, on a temporary basis.

s. Sign, Moving:

Any sign which has visible revolving or rotating parts or any visible mechanical movement, excepting clocks and barber poles.

t. Sign, Wall:

Any painted sign or sign assembly located on any surface that may be affixed to the wall of any building or any sign painted directly on such wall.

u. Direct Illumination:

Any artificial light emitted directly or through a transparent or translucent material from a source of light in the interior of such sign.

v. Indirect Illumination:

Any artificial light external to a sign which illuminates such sign.

w. Front (of building) or Front Property Lines:

The side of a building containing the main entry to a particular building use. In the case of buildings having access to more than one such street, the applicant may designate the side facing any such street as the "front," provided that such designation shall thereafter apply to all buildings or uses located on the site. No designation shall be permitted which will create or increase any nonconformity with these Regulations for signs already in existence on such site.

x. Multiple Business Use:

A site or building(s) containing two or more business uses operated independently and separate from each other.

y. Single Business Use:

A site or building containing one or more business uses operated by the same entity and managed as a single operation. (For example, a service station marketing fuel and food goods shall be categorized as a single business use).

10.7 Town Plan And Zoning Commission Referral

An applicant for a permanent sign permit may request referral to the Town Plan and Zoning Commission for a regulation compliance review. Any resulting permanent sign permit shall be issued in accordance with the Commission's action.